IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Evanicky

Application No.: 10/519,285

Filing Date: 10/26/05

For: ENHANCED VIEWING EXPERIENCE OF A DISPLAY THROUGH LOCALISED DYNAMIC CONTROL OF BACKGROUND LIGHTING LEVEL

OF BACKGROUND LIGHTING LEVEL

RESPONSE TO NON-FINAL OFFICE ACTION AND EXAMINER INTERVIEW SUMMARY

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed January 11, 2010 for the above captioned patent application, Applicant respectfully requests entry of the following amendments and consideration of the following remarks.

PURE-P010 Application No. 10/519,285 Page 1 Examiner: A

Examiner: Almeida, C. Group Art Unit: 2629